

## CLAIMS

What is claimed is:

1. A method for collaborative forecasting utilizing a supply chain management framework, comprising the acts of:
  - a) identifying a global forecast for a plurality of outlets of a supply chain;
  - b) storing the global forecast in memory;
  - c) transmitting the global forecast to each of the outlets utilizing a network;
  - d) receiving feedback relating to the global forecast from the outlets utilizing the network;
  - e) storing the feedback in memory;
  - f) altering the global forecast based on the feedback; and
  - g) managing the supply chain utilizing the altered global forecast.
2. The method of claim 1, wherein the global forecast is transmitted to and the feedback is received from a sample of the outlets of the supply chain.
3. The method of claim 1, wherein the global forecast is transmitted to the outlets with a survey, and the feedback includes survey data.
4. The method of claim 1, further comprising translating the feedback prior to altering the global forecast.
5. The method of claim 4, wherein the feedback includes a format different from that of the global forecast.
6. The method of claim 1, wherein the global forecast is a forecast of sales associated with the outlets in response to a promotion.

- 1     7.     The method of claim 1, wherein the network includes the Internet.
- 1     8.     The method of claim 1, further comprising sending the altered forecast to the  
2     outlets of the supply chain utilizing the network, and conditionally including the  
3     outlets in a promotion based on a response to the altered forecast.
- 1     9.     A system for collaborative forecasting utilizing a supply chain management  
2     framework, comprising:  
3     a)     logic for identifying a global forecast for a plurality of outlets of a supply chain;  
4     b)     logic for storing the global forecast in memory;  
5     c)     logic for transmitting the global forecast to each of the outlets utilizing a network;  
6     d)     logic for receiving feedback relating to the global forecast from the outlets  
7     utilizing the network;  
8     e)     logic for storing the feedback in memory;  
9     f)     logic for altering the global forecast based on the feedback; and  
10    g)     logic for managing the supply chain utilizing the altered global forecast.
- 1     10.    The system of claim 9, wherein the global forecast is transmitted to and the  
2     feedback is received from a sample of the outlets of the supply chain.
- 1     11.    The system of claim 9, wherein the global forecast is transmitted to the outlets  
2     with a survey, and the feedback includes survey data.
- 1     12.    The system of claim 9, further comprising translating the feedback prior to  
2     altering the global forecast.
- 1     13.    The system of claim 12, wherein the feedback includes a format different from  
2     that of the global forecast.
- 1     14.    The system of claim 9, wherein the global forecast is a forecast of sales associated  
2     with the outlets in response to a promotion.

15. The system of claim 9, wherein the network includes the Internet.

16. The system of claim 9, further comprising sending the altered forecast to the outlets of the supply chain utilizing the network, and conditionally including the outlets in a promotion based on a response to the altered forecast.

17. A computer program product for collaborative forecasting utilizing a supply chain management framework, comprising:

- a) computer code for identifying a global forecast for a plurality of outlets of a supply chain;
- b) computer code for storing the global forecast in memory;
- c) computer code for transmitting the global forecast to each of the outlets utilizing a network;
- d) computer code for receiving feedback relating to the global forecast from the outlets utilizing the network;
- e) computer code for storing the feedback in memory;
- f) computer code for altering the global forecast based on the feedback; and
- g) computer code for managing the supply chain utilizing the altered global forecast.

18. The computer program product of claim 17, wherein the global forecast is transmitted to and the feedback is received from a sample of the outlets of the supply chain.

19. The computer program product of claim 17, further comprising translating the feedback prior to altering the global forecast.

20. The computer program product of claim 17, further comprising sending the altered forecast to the outlets of the supply chain utilizing the network, and conditionally including the outlets in a promotion based on a response to the altered forecast.